[MP] eMediaManager: My Account [D]

fell.A. Friend Сомрапу

eMediaManagersm Feedback

Reporting & Nanaging Planning & Buying Price & Availability My Account

- Listing of completed, saved, pending (submitted but not accepted), and active Media Plans.
 Listing of pending RFPs.
 Update Company Information, Buyer Information, & Buyer PW
- View Billing/Accounting information

[MP] eMediaManager:Price & Availability [D]

gme roducis & Services:	Media	Media Plan Profile (Campaign XXX)	
от рацу.	Specifications	Price & Availability	1
ell A Friend: MediaManager SM	W. Sand	Total Impressions	
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llaming & Buying	ানে (ইনট্টার্ড)	Frequency	1
Reporting & Managing		Rating Points	1.34
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[MP] eMediaManager:P&A:Medium [D]

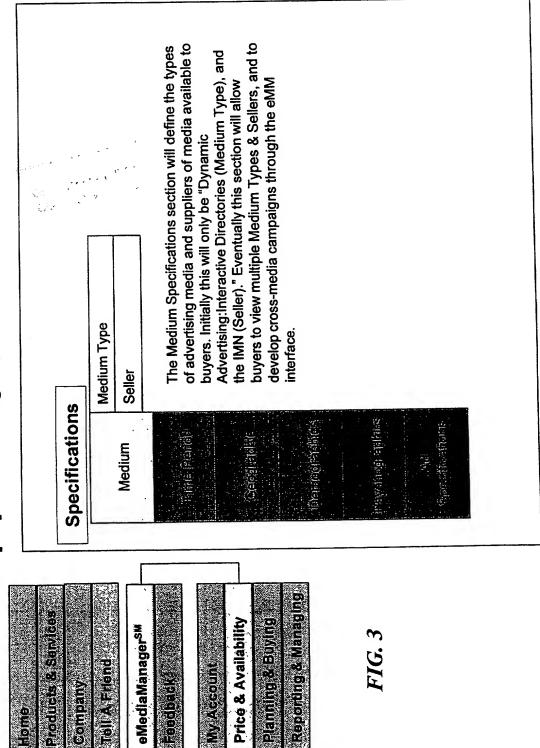
Products & Samicas

eMediaManagersm

Feedback

Tell & Friend

Company

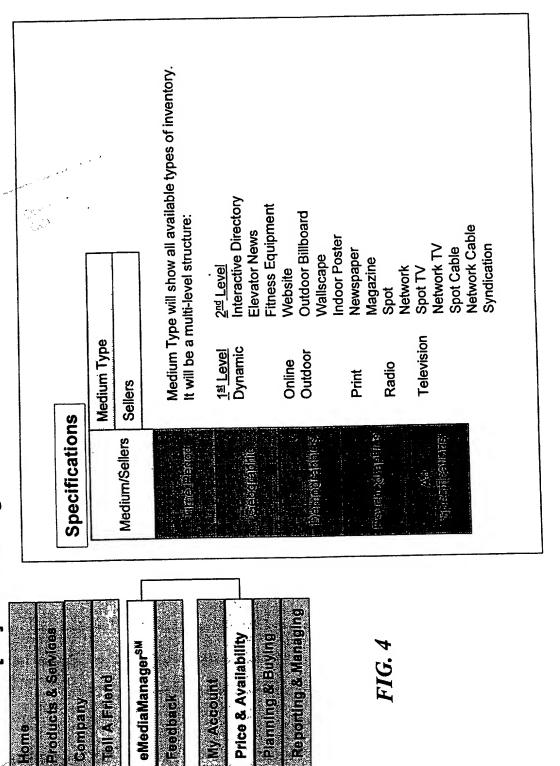


Planning & Buying

Price & Availability

My Account

[MP] eMediaManager:P&A:Medium/Sellers:Medium Type [D]



Feedback

Company

[MP] eMediaManager:P&A:Medium/Sellers:Sellers [D]

	garage and a second	- No.		Shows all sellers with available inventory for the given							
	Specifications	Medium Type	Medium/Sellers Sellers		Medium Type.	्रीसिक्षां विभिन्न		्राधावीं - १८०० में देव	Personal parties	Section 2 and the section of the sec	
Products & Services:	Company	Tell 4 Friend	eMediaManaderSW	Feedback	My Account	Price & Availability	Principle & Buying		FIG. 5		

[MP] eMediaManager:P&A:AdType:Brand [D]

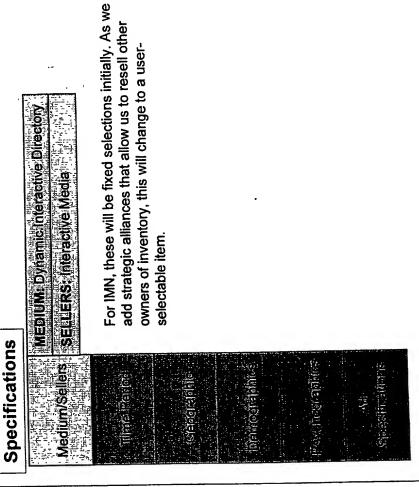
Home Products & Selvices Company Tell A Friend

eMediaManager^{s⊌} Feedback

My Account

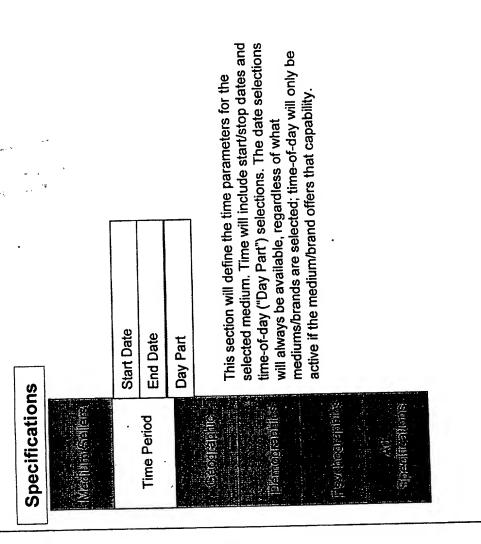
Price & Availability

Planning & Buying Reporting & Managing



[MP] eMediaManager:P&A:Time [D]

ations		- 1	· Start Da	Day Par	This se	selecte time-o	will alw mediu
Specifications			Time Period			4	La (I) A (I) A (I)
Products & Services	Tell & Friend	eMediaManager ^{sw}	Feedback	My Account	Price & Availability Planning & Buying	Reporting & Managing	



[MP] eMediaManager:P&A:Time(iMN) [D]

O.C. E. 12 1/22 1			
ome roducts & Services company ell A Erlond	eMediaManager ^{sм} Feedback	My Account Price & Availability	

Start Date Time Period End Date Day Part Por IMN, all three variables may be selected, including multiple Start/End dates and Day Part combinations. Day Parts will be based on a 1-hour granularity; Dates will be based on a 1-hour granularity; Dates will be based on a 1-day granularity and can cover from next-day to 1 year in advance.

Specifications

Home
Products & Services
Company
Tell A Friend
Feedback:
My Account
Price & Availability
Price & Availability
Reporting & Buying
Reporting & Managing

Geographic (Elenatogical philip (Elenatogical philip) (Elenatogica

This section will define the geographic and physical location parameters for the selected medium. Most mediums will allow a geographic selection, except Online which in most cases is non-determinant.

[MP] eMediaManager:P&A:Location(IMN):Geography [D]

·

FIG 10

æ'	we Directory		-			For IMN, geography will include country, state, county, DMA, city, and neighborhood selection levels (as well as individual site selections). Single countries and multiple selections on the other levels can be made.
S	MEDIUM: Dynamic Interactive Directory	Geography	Property Type .	Office Specification	Retail Specification	For IMN, geography will i DMA, city, and neighborh as individual site selectio multiple selections on the
Specifications	Wedner Frankling		Geographic		Total of left of a fall of the con-	

[MP] eMediaManager:P&A: Location(IMN):Property Type[D]

Specifications

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[MP] eMediaManager:P&A: Location(IMN):Tenant SIC [D]

C Dynamic Interactive Directory

AS, Interactive Media

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Products & Selvices	oitoijioa o	9
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Tell & Friend	Y GO	MEDIUM: Dynamic Int
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Reporting & Managling	\$9)((de:19)0)ulai(Retail Specification
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	Charleton House	For IMN, Office Spec "Office" Property Typ
FIG. 12		to target properties w

ø o		
For IMN, Office Specification will only apply if the "Office" Property Type is selected, and will allow buyers to target properties with a high concentration of specific	es and y one or	
For IMN, Office Specification will only apply if the "Office" Property Type is selected, and will allow to target properties with a high concentration of st	types of businesses. A listing of business types and general categories will be selectable, and any one or multiple selections can be made.	
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IN, Office Troperty et propert	types of businesses. A listing of b general categories will be selecta multiple selections can be made.	
For IM "Office to targ	types genera multipl	
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[MP] eMediaManager:P&A: Location(IMN):Store Proximity [D]

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	,		MEDIUM: Dynamic Interactive Directory				Geography	Property Type	Office Specification	Retail Specification	
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Hame	Products & Services	Gorripany	Tell & Friend	eMediaManager SM	Feedback	His Karshint		Price & Availability	Planning & Buying	Reporting & Vanaging	
C. C. C.		,									

For IMN, Retail Specification will only apply to mall Property Types (Regional Malls or Outlet Malls), and will allow buyers to target their ad to run outside of specific retail stores or types of stores.	•
For IMN Property will allow specific	Stranger (Stranger)

[MP] eMediaManager:P&A:User Demographics [D]

Specifications

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The Demographics section will allow targeting towards specific user demographics. This section will be available whenever at least one medium/brand allows for some level of targeting in this manner.

Gender

Gender

Income

Education

Marital Status

Ethnicity

Occupation

FIG. 14

11

[MP] eMediaManager:P&A:Demographics(IMN) [D]

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S	Maditim/Sellers SELLERS Interactive Directory	For IMN, all of the Demographics selections will be	available. Demographics will be used filling in most Property Types by mapping known traffic patterns to Census data for those areas. In the Office market, it	be derived by mapping SIC demographic profiles weighted against the percent of space being leased.	Gender	Age	Income	Education	Marital Status	Ethnicity	Occupation	
Specifications	Weditm/Sellers		intitiete: jete±r fotet.	ોા બિલ્લાહિલાનું		Demographics		The land of the la		N. A.	अंक्षेत्रकातीत्वर्ग	

[MP] eMediaManager:P&A:User Psychographics [D]

Specifications

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Home Products Compan Tell A.F.	eMediaManage Feedback		Plannin Repondi

This sections only be an share the available available.

This section will allow the media buyer to target specific user psychographics where available. The section will only be available for selection if all medium/brands share the same psychographics indices. In general, available indices will be specific to the type of medium.

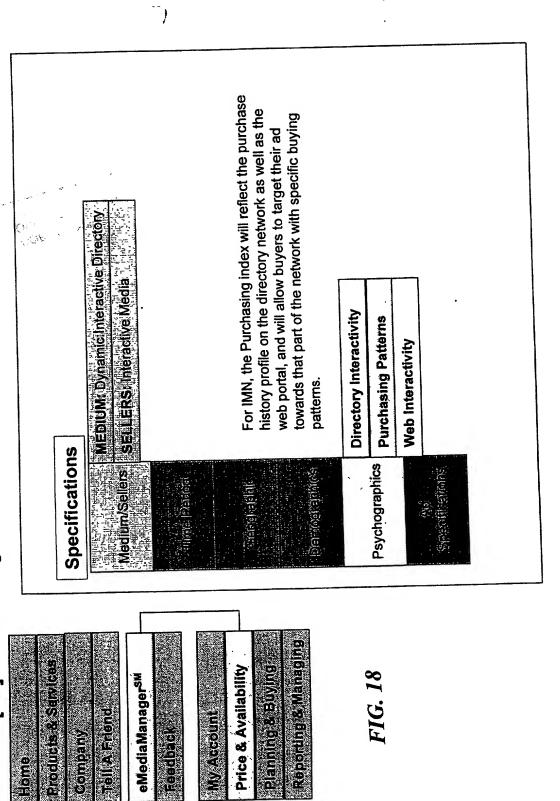
[MP] eMediaManager:P&A:Psychographics(IMN):Directory-Int. [D]

		e Directory		For IMN, the Directory Interactivity index will reflect the interactivity profile on the user interface. The intitial	values will be average "hits" at the site (a nit occurs any time a virtual button is touched), and the distribution of hits on the interface. The buyer can then target ads towards the part of the network most active with the						
		WEDIUM: Dynamic Interactive. Directory		For IMN, the Directory Interactivity index will reflect interactivity profile on the user interface. The intitial	values will be average "hits time a virtual button is tour hits on the interface. The t towards the part of the nef	desired type of hit.	Directory Interactivity	Purchasing Patterns	Web Interactivity		
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Home Products & Services	Company	Tell A Friend	eMediaManager ^{sw} Feedback	My Account		Reporting & Managing	F1 714	FIG. 1/			

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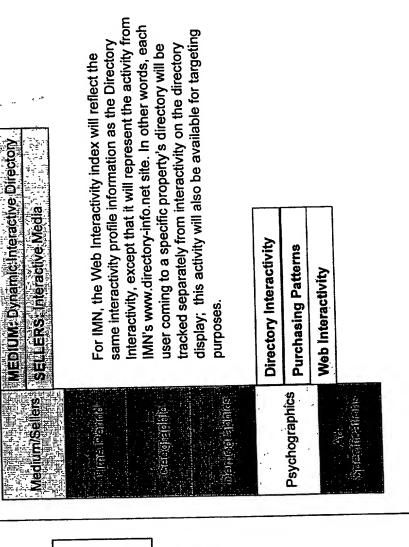
[MP] eMediaManager:P&A: Psychographics(IMN):Purchasing [D]



[MP] eMediaManager:P&A: Psychographics(IMN):Web-Int. [D]

Specifications

Home
Products & Sarvices
Company
Tell & Friend
Feedback
My Account
Price & Availability
Planning & Buyling
Reporting & Managing



[MP] eMediaManager:P&A:Specifications [D]

Home
Products & Sefvices
Company
Tell A Friend

Specifications

eMediaManagerSM Feedback My Account
Price & Availability
Riaming & Buying

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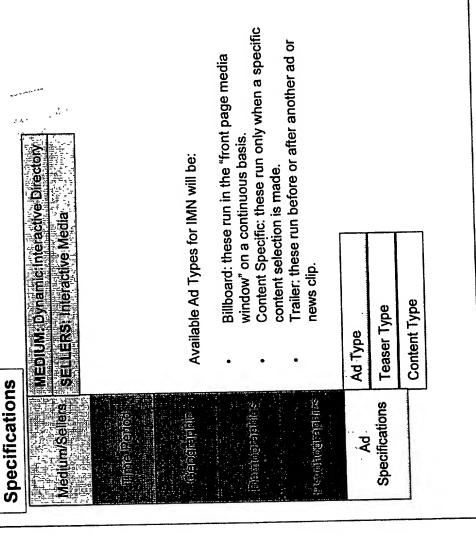
જની લોકોન્ટ વિશ્વાસ્ત

Specifications

This section will define the ad parameters for the selected medium. It will only be selectable when the Medium Type section is narrowed down to the point where all sellers share the same ad specification file. In general, these will be unique to each medium/seller combination. However, certain types, like industrystandard Web-based banner ads, would be the same for all sellers and the ad specification button would become active even if all sellers were selected.

[MP] eMediaManager:P&A:Specs(IMN):Ad Type [D]

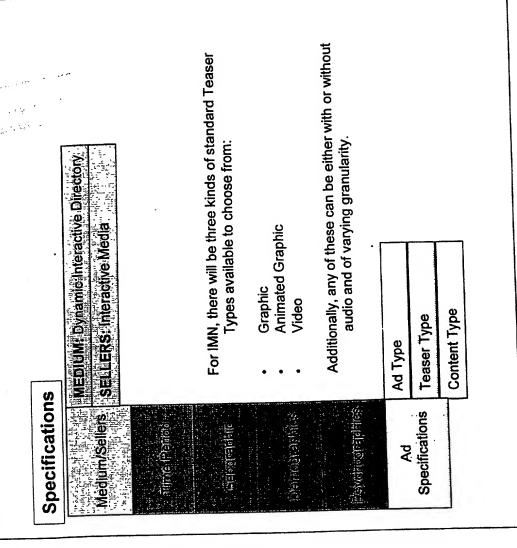
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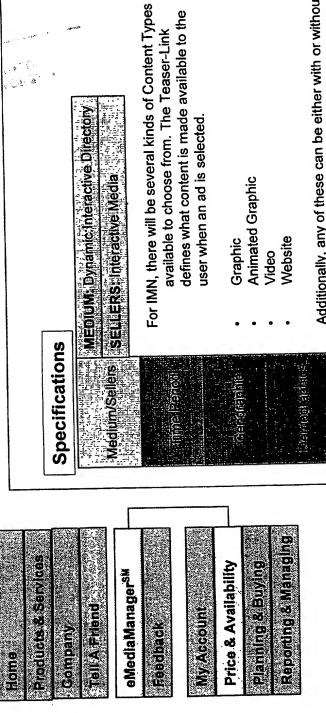
[MP] eMediaManager:P&A:Specs(IMN):Teaser Type [D]

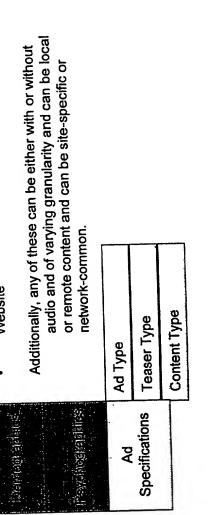
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MediaManagerSM
Feschback
My Account
Price & Availability
Planning & Buying †
Reporting & Managing



[MP] eMediaManager:P&A:Specs(IMN):Teaser-Link Type [D]





[MP] eMediaManager:Planning & Buying [D]

Tell A Friend Company

>> Section to create new plan from scratch, make from previous plan, view Previous plans, modify active plans.

eMedia Managersm Feedback

Price & Availability My Account

Reporting & Managing Planning & Buying

Seject From Previous Reserve Inventory Modify.Submitted Save Current Submittering View Pending

Email Current

[MP] eMediaManager:Reporting & Managing [D]

Tell A Friend

eMediaManagersm Feedback

Reporting & Managing Planting & Buyling My Account

Details. Run reports on individual or groups of plans.

>> View all archived plans that advertiser has Read privileges on. Select any one for >> View all active plans that advertiser has Read privileges on. Select any one for Details. Run reports on individual or groups of plans.

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Feedback

FIG. 26

>> link to xx:Feedback

[LA] Overview [DB]

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>> link to xx:Feedback